

Increase Your Web Sales with a Simple Thank You

By Rozey Gean

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INCREASE YOUR WEB SITE SALES WITH A SIMPLE THANK YOU!

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A simple "thank you" is becoming a dying art in the business world today. In a "gimme gimme" world, the phrase thank you often becomes overlooked and null. As entrepreneurs, we are busy juggling our careers, families, and personal lives. When an assignment comes in, we complete it, collect our fee, and start on the next one. We tend to forget that simple courtesy of saying, "Thank you for your business" or "I appreciate your business" once the delivery is made and the deal is finalized.

A simple "thank you" could mean the difference between landing future business with that client or the client finding someone else to do the job next time. Face it, some clients demand to hear thank you - they want to know their business is appreciated - some will quietly take their business elsewhere when they never hear the magic words.

In a perfect world, each time a job is complete, a thank you note would automatically be generated. No, we do not live in a perfect world, but for on-line marketers, there is a perfect solution! For quite sometime now, I have been achieving effective results in marketing with a thank you. The concept is quite simple . . . the results are twofold. By creating a simple "thank you" page on your web site you can provide a courtesy to your clients with each sale and, in addition, market other products and services you offer that may spark an interest.

CAUTION: A thank you page should never take the place of a written thank you letter or note. But a thank you web page is a great means of cementing the business relationship with a client, while marketing new products and services.

A good example of how this concept works would be an on-line greeting site. Most of us, if not all, are familiar with sending free cyber-greetings. I have visited these sites on many occasions and sent on-line greetings to clients, friends, and family members. Each time I send a greeting card, the site automatically takes me to a well thought out "thank you" page where I am provided with a warm thank you message for using their services. The page informs me that my greeting has been sent, and it also provides information on additional services offered by the same company.

While the cyber-greeting was free, I am introduced to other services that I may select to utilize for a fee. How clever! I can send a greeting card for free, but I am also introduced to a florist service that will deliver anywhere in the United States. In addition to sending a special client my card, I can

send my sister a dozen roses for her birthday for only \$19.95. Had the cyber-greetings site not created this dynamic marketing page, I for one, may have never known about their floral business.

The company has in essence created a very powerful sales environment that is camouflaged with a simple thank you that sends out a bold message the customer wants and expects to hear. This exact marketing tactic can be used in your own business right on your web site. It can also be tailored to off-line marketing through creative thank you tools.

The concept is not designed to bombard your clients with an endless list of services that he or she may select from . . . but simply to introduce one service that is a MUST for them to investigate.

LEADING THEM TO YOUR OFFER

You have extended to them a warm thank you. Now that you have created a friendly and open environment, let's go a small step further in creating a subtle message that seems to say, "Oh, by the way, since you were so pleased with our services, let me introduce you to something I know you are going to love!" While you are not using those exact words, your message creates that same intent.

Creating this page is simple. It is an extension of your current web site. If you create your own web site design, you can easily erect this page yourself. If you hire a professional designer, (which I always recommend), then you can provide your designer with all the information that he or she will need to get this page up and running for you. The beginning of this page should include a warm "thank you" message to your client. Let the client know how much you appreciate his or her business. Then, lead them into your subtle sales pitch that introduces yet another product they will surely be benefit from. Once your page is complete and you are satisfied with your message and advertising statement, it can be linked from your customer order form, as well as other points of sale, within your existing web site. Create several thank you/marketing pages and rotate them on a regular basis so that you can utilize a continuous flow of marketing for your products and services.

Marketing through a simple thank you page can create dynamic results in gaining sales on your web site. I recommend this technique to anyone who is looking to increase traffic, sales, and profit, as well as create a forum for new products and services. In implementing this creative sales tool, you will never forget to say thank you and you will always have an opportunity to introduce something new and interesting to your clients or web visitors.

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Rozey Gean is the founder of the Marketing-Seek.com website where ezine publishers and writers are brought together in an easy-to-use, friendly interface.

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